



## Strategic Marketing Manager (m/f/x)

ME-Automation Projects GmbH is a 100% subsidiary of Mitsubishi Electric Corporation with headquarters in Kassel. Our core competence are complete solutions for the realization of electrification, control and automation projects. Whether smaller systems or complex turnkey plants - we are passionate about our work and always act as a team. Many long-standing colleagues and a loyal customer base speak for this. Start your career now at ME-Automation Projects GmbH in Kassel or Ratingen or hybrid as:

### Strategic Marketing Manager (m/f/x)

#### Tasks:

The role's main mission is on one hand to assist management in defining and updating the business strategy by providing market and strategic intelligence to management on one hand and to lead the communication of the company's core value proposition to the market on the other.

- | Active monitoring and screening of the automation and electrification solutions market especially in water and waste water treatment and distributed power generation markets including the main political, economic, social, technological and legal factors impacting the dynamics of these markets
- | Conducting analysis of market trends and dynamics and providing strategic input and suggestions to management
- | Defining and executing the company's marketing communications strategy including its implementation in company presentations, brochures, website, professional networking platforms, events and exhibitions, etc. by defining the content in collaboration with sales and solutions management and creating the end result through external service providers
- | Supporting management in strategic marketing initiatives such as customer and market surveys and events

#### Profile:

- | University degree in marketing management with a focus on B2B marketing, MBA in marketing shall be considered an advantage but not essential

- | 3 -5 years of working experience in B2B marketing preferably in a multi-national environment, exceptional talents with less experience shall be considered as well
- | Familiarity and work experience with utility (water and power) market segments and/or electric and electronics manufacturing sector shall be considered advantageous
- | Fluent in both English and German
- | High level of strategic and innovative orientation
- | Customer focus mind set
- | Team player with efficient collaborative skills
- | Intercultural sensitivity, international experience and exposure preferred
- | Strong communication skills

**Benefits:**

- | Working in an internationally active company
- | Hybrid working models, flexible working hours
- | Working independently
- | Good development prospects and a wide range of training opportunities
- | Attractive remuneration
- | Social benefits, company pension scheme
- | Employee events
- | Free parking in front of the company building

**Are you interested?**

We are looking forward to receiving your application documents, stating your possible starting date and salary expectations, by email to: [bewerbung@me-ap.de](mailto:bewerbung@me-ap.de).

If you have any questions, please do not hesitate to contact us by phone: +49 (0)561 - 585 40.

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